

Ad Executives Foremost Worrywarts in Business

By REYNOLDS KNIGHT
Whenever there's a leveling or slackening of the economy, advertising agency executives are among the foremost worrywarts.

There is a big business, pumping more than \$10 billion annually into communications media to spur consumer demand for goods and services. But it's also highly sensitive to turns in the business cycle. A reduction in ad spending by a client company can swiftly disemploy a score of agency workers, and cut off that check which the young account executive had been sending to Mother back in Ohio.

Sometimes there's a reverse twist: a company with declining sales steps up its advertising efforts. Of such uncertainty are Madison Avenue ulcers born.

Currently there's a definite note of uncertainty in the advertising world as the general business outlook for 1963 remains less than rosy. In certain fields, such as autos and non-durable consumer products concern is minimal as sales of these items hold at high levels. But in others, reduced ad budgets are being discussed.

TOBACCO TWIST—Packaging innovations have played as important a part in the development of the cigarette industry as perhaps any other retail business in the country. These merchandising techniques have ranged from a "saddle bag" box and a flat, hinged cardboard pack, popular earlier in the century, to metal cans, "soft" packs, cellophane wraps, tear-tape openings, aluminum flat-fifties cases, flip-open boxes and even gold foil packs.

Missionary To Address Lomitans

The Narbonne Avenue Baptist Church of Lomita will have as guest speaker at the 7:30 p.m., Sunday service, the Rev. Edman Burger Jr., missionary to the Russians of Los Angeles. Mr. Burger is employed by the Southern Baptist Convention's Home Mission Board, and is working primarily with Russian students in Los Angeles. He will bring some of these Russian students to share their experiences since becoming Christians.

The pastor, Robert A. Wells, will speak at the 8:30 and 11 a.m. services on the subject, "Can I Know I Have Been Born Again?"

"Much has been written in the Bible about 'being born again.' Many people go through life without being sure of their salvation. The New Testament is so emphatic that this need not be a question mark," Mr. Wells will state.

THE PASTOR will leave after the morning service to be the Evangelist in an eight-day revival in Thousand Oaks at the First Baptist Church. He will return for the evening service on Oct. 21.

Saturday at a 6:30 a.m. breakfast, the 21 Sunday School department superintendents will meet to make plans for the coming year. The new Sunday School workers include over 120 working in the 21 age group departments. This includes three adult departments with more than 300 enrolled.

The Training Union will conduct an officers clinic on Monday for those who work in Training Union.

The newest innovation is being watched by the industry with keen interest. It is the Viceroys slide-top case, being distributed nationally by the Brown & Williamson Tobacco Corp. Feature of the unique hard-box package, is a sliding top panel which is moved to open or close the package with a touch of the finger.

National distribution followed extensive market testing in several areas. Initial consumer testing in a dozen cities led to package design modifications to provide greater strength and serviceability. Subsequent tests were conducted

in the Albany-Troy-Schenectady market and later in the New York area and New England. In each of the test markets, slide-top case sales showed gains of up to 76 percent over previous flip-open box sales.

NO 'ALPHABET SOUP'—Some 25,000 new chemical names are introduced each year. Many of them are a lexicographer's nightmare—mixtures of oddly located letters and misplaced meanings.

One company entering the basic chemicals field has decided against joining this "alphabet soup" trend of mixing up letters and using the result as a brand name. Johnson's Wax of Racine, Wis., whose consumer product names like "Glo-Coat," "Klear" and "Pledge" have become household words, intends to use product-oriented names for its new chemicals as well.

First to be adopted by the firm's new Chemical Division is "Kaleidoscope" for the Diphenolic Acid it manufactures. This chemical intermediate, whose technical description is a real tongue-twister—4,4 Bis (4-hydroxyphenyl) pentanolic acid—is reportedly an extremely versatile composition.

Its uses are in formulation of paints, varnishes, printing inks and other end products. "A Kaleidoscope provides an endless variety of images," said division manager Willard Keland. "Our chemical provides opportunities for a wide variety of applications. So we selected a name to convey that concept." He added that the name of "Scope" will be used for resinous derivatives of Diphenolic Acid.

THINGS TO COME—A labor-saving boon for trading stamp savers is a moistening device specially shaped for single stamps or a block to fill a full page in the stamp book, stamps can be readied for pasting in one easy motion, the developer claims. . . Like to take a billiard table along with you? One firm announces what it calls the first reliable version of a portable, folding table that's sturdy and regulation size (price: \$100 and up) . . . All-plastic shoes for young boys, costing one-third as much as leather footwear, are being introduced by a New Jersey company which says its shoes also have "breathing" properties and are waterproof. . . From the appliance world comes a portable spotlight for both car and boat use; one power connection is adaptable

for an auto cigarette lighter, the other for a standard car or boat battery. The makers add that the light operates under water.

NEW TYPE 'SLEEPER'—The American rail industry may soon introduce a technique successful in Europe for some years: transporting the overnight tourist's auto on a special flatcar while he snoozes in a regular sleeper car that's part of the same train. However, initial tests in this country will be confined to shipping the auto separately aboard a piggyback freight train, but—naturally—timed to suit the car-owner's convenience. One

railroad is reported ready to offer this piggyback-type service on runs between Washington and Florida at a one-way price of \$140.

BITS O' BUSINESS—Canned vegetable lovers can look for lower prices in coming months, thanks to increased farm plantings and good crops. . . U.S. travel to Canada increased this year, according to Canadian figures for auto travel permits; the lower-priced Canadian dollar is cited as a key factor. A New York bank official predicts total savings deposits in the U.S. may top \$400 billion by 1970, compared with about \$200 billion now.

EAST CARSON AT MAIN : TORRANCE

NEXT TO SHOPPER'S MARKET

OPEN 9 A.M. 'TIL MIDNITE
7 DAYS A WEEK!

We Give BLUE CHIP STAMPS



Stacy
SELF-SERVICE
DRUGS

7 SALE DAYS
THURSDAY thru WEDNESDAY, OCT. 11-17, 1962

DISCOVER TREASURE!

COLUMBUS DAY SALE

Spectacular Savings & Blue Chip Stamps



THE BEST MODERN SCIENCE HAS TO OFFER!
Grandma's tonic was a cure-all for everything! Our skilled pharmacists give individual attention to YOU and your doctor's prescription individually prescribed for YOU! We use the best modern science has to offer—to safeguard your health.

EARLY BIRD SPECIAL!

HALF PRICE SALE!

CHRISTMAS CARDS

REG. \$1.00
BOX \$1.00

Beautifully boxed selections of 25 cards and matching envelopes. Better quality in a wide selection of friendly, religious and humorous themes. Buy now and save 50% on each box!

SCOTT PAPER TOWELS

120 COUNT ROLLS

3 49¢

BATHROOM ORGANIZER

Just what you need to keep everything organized and at hand! Floor to ceiling, all metal with adjustable poles for towels and three adjustable shelves.

REG. \$9.95 VALUE

\$6.88

HEAD REST

Solid foam cushion, shaped to fit your head with washable cover that slips on and off. Fits any car seat or chair. Really relaxing.

REG. \$2.98

\$2.49

SCOTTISSUE

WHITE AND PASTELS

10 ROLL

88¢

DECORATIVE • GLASS • 9-OZ.

TUMBLERS

REG. 15c EA.

6 FOR 49¢

G.E. DIAL LIGHTED

ALARM CLOCK

Terrific savings on a quality GE alarm! Attractive case, for bedroom or living room use.

REG. \$8.98

\$4.88

SUNBEAM MIXMASTER

HAND MIXER

Gleaming white with handsome golden trim and everyone of the famous Sunbeam features that makes it the most wanted hand mixer!

\$19.95 VALUE

\$14.88

NEW SALE PRICE!

UNIVERSAL • HAT BOX

HAIR DRYER AND HOOD

Electric hair dryer with large hood for bouffant hair-dos, compactly cased in a smart hat-box type carrier.

REG. \$18.95

\$14.88

INCLUDES 12c OF LABEL • NEW

LIQUID WISK

New blue liquid detergent for laundry and family wash.

HALF GALLON

REG. \$1.39

\$1.09

SNOWFLAKE • EXTRA ABSORBENT

DISH TOWELS

All cotton, actually five times more absorbent than regular tea towel!

GIANT 24" x 28" SIZE

REG. 3.88

3.88

STARCREST • WITH 2-YR. GUARANTEE

ELECTRIC BLANKET

Completely washable, mothproof, non-allergenic electric blanket guaranteed for two years! A top buy for Christmas!

DOUBLE BED DUAL CONTROL

\$15.95 VALUE

\$11.88

CENTURY • 1-YEAR GUARANTEE

3-HEAT ELECTRIC HEATING PAD

Three positive heats in a top quality pad guaranteed against all defects for a full year. Now at a big Stacy saving!

REG. \$2.98

\$1.99

LADY EVELYN • FEATHER-LIGHT

STEAM AND DRY IRON

Weights only 2½ pounds—uses tap water! Non-clogging, safe cleaning, switches from steam to dry instantly! 10-oz. capacity.

\$10.95 VALUE

\$6.88

FOR A SMOOTH, LOVELY COMPLEXION

LUX SOAP

REG. 2.29c

2 BATH BARS 19¢

HEAT PROOF • MILK WHITE

COFFEE MUGS

Big mugs in thick, milk-white glass.

REG. 15c EACH

4 FOR 44¢

WOMEN'S • CASUAL • LOUNGING

SLIPPERS

Wide choice of styles and colors in the soft slipper that's everyone's favorite!

88¢ PR.

NEW! ELECTRIC! STYLE YOUR HAIR BEAUTIFULLY WITH

CURL-A-WAVE

Three detachable, interchangeable rollers for every type of hair! Provides fast, safe, gentle, even heat for quick touch-ups, for different sets! Guaranteed.

REG. \$7.95

\$4.88

WITH HEXACHLOROPHENE • FAMILY SIZE

STRIPE TOOTHPASTE

4.75-OZ. TUBE

REG. 83c EA.

2 FOR \$1

VASELINE • GROOMS AND CONDITIONS

HAIR TONIC

For smooth, natural looking hair.

4-OZ. BTL.

REG. 79c

57¢

DECORATIVE • BRASS

WASTE BASKETS

Choice of embossed or enamel finished brass.

REG. \$1.00

77¢

NO MIX • NO MESS

"TONI" HOME PERMANENT

Gentle regular or super for every type of hair, including children.

REG. \$2.00

\$1.49



If You Are A Newcomer to Torrance Call DORIS STAMM DA 7-9193 for a visit from Welcome Wagon

from Revlon

NEW "MILLION DOLLAR" RED

THE NEW VIBRANT SHADE FOR THE MILLION DOLLAR ALL-AMERICAN LOOK

An all out red bursting with cheer! A red for the girl that's all girl—and proud of it!

LIPSTICKS . . . \$1.50 to \$10.00
REFILLS . . . \$1.10 to \$1.25
NAIL ENAMEL . . . 75c to 95c

BEAUTY NEWS... FROM STACY

BONNE BELL'S COMPLEXION SPECIAL!

BONNE BELLE MEDICATED MAKE UP AND BONNE BELLE NEW MEDICATED COMPRESSED POWDER

Medicated liquid make-up, soothes, heals, protects and gives a lovely matte finish. Matching powder flatters your natural skin tone. A once a year special!

REG. \$4 VALUE

BOTH FOR \$2

NOW YOU CAN SHAMPOO PERMANENT COLOR INTO YOUR HAIR!

Helene Rubenstein's dramatic new discovery in hair coloring

TINTILLATE

Not a rinse, but natural looking color that says in until your hair grows out! Just mix new Tintillate with peroxide and color your hair at home—without help!

Don't Just Tint Your Hair—TINTILLATE!

18 Gorgeous Shades to Choose From

\$1.50 PLUS TAX

FOR SKIN DISCOLORATIONS

ULTRA NADINOLA

Ultra Nadinola with Dimatron is a safe, hospital-tested formula for clearing unsightly skin discolorations on face or hands. Helps you look and feel years younger.

LARGE JAR

\$3.50